GOVERNMENT OF INDIA
HOUSING AND URBAN POVERTY ALLEVIATION
LOK SABHA

UNSTARRED QUESTION NO:4207
ANSWERED ON:04.05.2007
PUBLICITY OF URBAN POVERTY ALLEVIATION SCHEMES
Jha Shri Raghunath

Will the Minister of HOUSING AND URBAN POVERTY ALLEVIATION be pleased to state:

(a) whether there is lack of awareness amongst urban poor about the benefit of urban poverty alleviation schemes and their efficacy;

(b) if so, the reasons for not giving wide publicity of the schemes; and

(c) the steps taken to create awareness amongst the urban poors?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF HOUSING & URBAN POVERTY ALLEVIATION (KUMARI SELJA)

(a)to(c): Ministry of Housing & Urban Poverty Alleviation is implementing an urban poverty alleviation scheme named Swarna Jayanti Shahari Rozgar Yojna (SJSRY) since 1.12.1997, through State/Union Territory Governments. The publicity/awareness for the scheme is provided by the States/UTs under their 2% allocation of budget for Information, Education and Communication (IEC) purposes under the Scheme. In addition to this, at the Central level, Ministry of Housing & Urban Poverty Alleviation also creates awareness about the scheme through releasing advertisements from time to time in print media, through pamphlets, hoardings, audio-visual campaigns etc.